

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.



aSI
USS
(CIVY21)

inside Information

United States Department
of Agriculture
Office of Public Affairs
Washington, D.C. 20250

Volume 14, Number 4

April 1992

Inside This "INSIDE"

	Page
USDA's CID Service Continues to Gain New Subscribers	2
Navy Bandsman Chairs NAGC's Communications School	2
New Video Released by Washington State Cooperative Extension	3
April Issue of NAGC's Monthly Magazine Has Been Published	3
Ohio State University Teleconference On Fats and Cholesterol	4
CIDS Scores Again, Increasing Service, Decreasing Cost	4
Federal Publishers Committee Handbook Covers 1980-91	4
WSU CES Releases How-To Video On Collecting Hazardous Waste	5
ACE Internat'l Meeting Set For June 26-28 in Washington, DC	5
Upcoming Communication Events and Training Opportunities	6

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to electronic mail. Any items, comments or inquiries should be sent to Denver Browning, Editor, Information Technology Management Staff, Office of Public Affairs, Room 536-A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's FTS2000 (AT&T) mailbox !A13DBROWNING, or call at 202-720-2058. Communicators with USDA Agencies, Land Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: *Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.*

USDA'S CID SERVICE CONTINUES TO GAIN NEW SUBSCRIBERS

In February 1991, the CID Service grew by a leap and a bound. That was the month NEXIS, which claims to be the world's leading full-text online news, business and legal information service, subscribed to the CID Service.

The CID Service is USDA's online service into which 12 USDA agencies load current information they want to distribute to the public. The service now distributes about one million lines of data per month to private industry and government users.

David Wertzberger, who heads product development for NEXIS, addressed the CID Service Users' Group meeting on April 1. The group meets the first Wednesday of each month. Wertzberger discussed how he uses the service. He said NEXIS, and its LEXIS counterpart for people involved in law, have about 120 million documents online and they're adding about 350,000 each week.

Some USDA agencies may mistakenly think they have little of interest to offer CID subscribers because they don't have commodity-type information.

When the State Department came on the service, it brought with it NEXIS, the Voice of America, and many others that deal in non-commodity information.

NEXIS, introduced in 1979, is a pioneer in the online information industry. It claims 500,000 users around the world, mostly in the United States and says it has more than 750 full-text sources online.

They include the NEW YORK TIMES, WASHINGTON POST, L.A. TIMES, BUSINESS WEEK, FORTUNE, and the news services AP, UPI, Reuters, TASS, and Xinhua.

NEXIS is operated by Mead Data Central, headquartered in Dayton, Ohio. The company services customers in 50 countries and has 50 sales offices in North America, and five abroad.



NAVY BANDSMAN CHAIRS NAGC'S COMMUNICATIONS SCHOOL

The National Association of Government Communicators (NAGC) has named Joseph L. (Joe) Barnes as its 1992 National Communications School Chair. NAGC will hold its school January 14 through 16, 1993, at the Old Colony Inn in Alexandria, Va.

Barnes is an experienced writer, special events coordinator and communications manager.

He is public affairs director for the United States Navy Band, with responsibilities that include producing, marketing and distributing print and broadcast promotional materials supporting hundreds of annual public appearances and national tour performances. He holds a bachelor's degree in education, a master's in public relations management, and is a guest instructor at American University. He holds honors and other posts in NAGC. Locally, he is president of his parent-teachers association.

NAGC's annual communications school is recognized as a top training opportunity for members and non-members. Recent keynote speakers include Hodding Carter, producer of television's "Front Line"; Dave Broder, WASHINGTON POST; and John Holliman of Cable News Network.

The school includes presentations of coveted Blue Pencil and Gold Screen Awards, which recognize excellence in written, taped, filmed, designed, photographed, and published government information products.

A highlight of the school is presentation of NAGC's "Government Communicator of the Year Award." In recent years, NAGC gave it to Surgeon General Koop, Assistant Secretary of State Bernard Kalb, Soviet Foreign Ministry Spokesman Gennadiy Gerasimov, and in 1991 to Assistant Secretary of Defense for Public Affairs Pete Williams.

For more information, contact Debbie Trocchi at 703-519-3902.



NEW VIDEO RELEASED BY WASHINGTON STATE COOPERATIVE EXTENSION

Washington State University (WSU) Cooperative Extension Service has just released a 30-minute video program highlighting the results of a six-year integrated pest management research project for wheat production.

The project demonstrated that conservation cropping systems combined with effective pest management strategies can be more economical and less risky than conventional systems and comply with soil conservation provisions of USDA farm programs.

According to Chris Boerboom, WSU Cooperative Extension weeds specialist, although the results have the greatest application for wheat producers in the higher rainfall areas of the Palouse, many of the crop management principles can be adapted for use in other cropping regions in the Inland Northwest.

The 40-acre project studied continuous wheat versus a wheat, barley, and pea rotation. It also studied two tillage systems and three weed management levels using field scale equipment. Test results were subjected to detailed analysis by agricultural economists.

In the video, project scientists discuss how a three-year rotation under conservation tillage with moderate to high levels of weed control produced higher yields, greater profits, and was less risky than other cropping systems.

The project was conducted by a team of scientists from USDA Agricultural Research Service, Washington State University, and the University of Idaho.

The video program can be ordered by sending a check or money order payable to Cooperative Extension Publications and addressed to Cooperative Extension Bulletin Office, Washington State University, Pullman, WA 99164-5912, and ask for VT0029 "Profitable Conservation Cropping Systems -- Insights from the USDA-ARS IPM Project." Cost is \$15.

For more information, call Chris Boerboom at 509-335-2961.

**APRIL ISSUE OF NAGC'S MONTHLY MAGAZINE HAS BEEN PUBLISHED**

The April issue of "Government Communications," the monthly magazine published by the National Association of Government Communicators (NAGC), is offpress and available.

"GC" highlights stories about the director of public affairs for the cruise missile, public employee recognition week, "big brother" at the Superbowl, and the power of visuals.

Bob Holsapple, public information officer for the cruise missile, discusses the program's history and what it was like to be PIO for a major weapons program making its unheralded debut in a theater of operations few could have foreseen.

People attending Superbowl XXVI didn't know Brian Jergenson, a "motorist information specialist" for "Mn/DOT," had his eye on them.

During the Superbowl, Jergenson monitored Minnesota highways with 62 TV cameras and reported problems to an announcer who broadcast them over KBEM Radio, owned by the Minnesota School System.

Jergenson, of the Minnesota Department of Transportation (Mn/DOT) shares his information with commercial traffic reporters, similar to ones you hear on your own favorite station. He broadcasts traffic reports if an incident leads to major congestion.

Public Service Recognition Week is May 4-10 and a lot of recognition for public servants is planned throughout America.

Russell Forte, U.S. Department of Agriculture, continues with a series of articles discussing the power of visuals. Readers decide in two seconds whether to read a given article. Will your visual draw readers to your story or let them pass? Forte tells how to stop them.

In other articles:

-- NAGC President Robin PanLener announces availability of two NAGC scholarships.

-- NAGC helps bring other national communicating groups together to forward its principal purpose of advancing communications as an essential professional resource at national, state and local government.

-- GC reports that NREN, the national research and education online computer-driven network, came closer to reality with signing of the High Performance Computer and Communications Act.

-- GC announces changes in rules for entering NAGC's national Blue Pencil and Gold Screen contests. "GC" is available from NAGC headquarters by calling 703-519-3902 or by writing to NAGC, 669 S. Washington St., Alexandria, VA, 22314. The cost is \$5.00 per issue for non-members but is free to members.

OHIO STATE UNIVERSITY TELECONFERENCE ON FATS AND CHOLESTEROL

"Fats and Cholesterol: A Painless Guide To A Good Diet," a new satellite teleconference from Ohio State and the Ohio Health Council, will be present at 7:00-8:30 p.m., ET, on Thursday, May 28. Test pattern is at 6:45 p.m., Galaxy 6, Channel 13.

Fats and cholesterol are the culprits to blame for many ailments, from obesity to heart disease to some forms of cancer. You don't need a medical degree to figure out if you eat too much fat and cholesterol. But you do need to know the basics to make informed decisions about food selection and preparation.

This national teleconference, will clear up any confusion you might have about dietary fats and cholesterol and review simple techniques you can use to make your diet healthier. Topics include: "Understanding Fats and Cholesterol," "Reading Labels and Selecting Foods," "Easy (and Healthy) Food Preparation," and "Eating Better When Eating Out."

The teleconference will be presented by Alma Saddam, Sharron Coplin, and Lydia Medeiros, Extension Nutritionists with Ohio State's Department of Human Nutrition and Food Management. The host will be Ruth Conone, Assistant Director of Home Economics, Ohio Cooperative Extension Service.

Live call-in questions will be answered by the hosts through a toll-free number, 1-800-433-3946.

For more information on program content, contact one of the presenters at 614-292-0827. For technical information, contact producer Mitch Moser at 614-644-3087. If you experience technical problems during the broadcast, contact the Ohio Educational Broadcast Network at 614-644-3087.

CIDS SCORES AGAIN, INCREASING SERVICE, DECREASING COST

The FY '91 report of use of the CID Service shows that total overall cost for USDA's use of the CID Service for the entire FY '91 decreased .09%, from \$88,548 in FY '90 to \$80,335 in FY '91, a savings of more than \$8,000.

While USDA agencies loaded slightly less (.04%) information in FY '91 than FY '90, pickup for that period by private industry news and information vendors and others increased by 28%.

Use by USDA agencies and their cooperators had been increasing by about one million lines a year during FY '90 and '89, but actually DECREASED by .08% in FY '91.

The cost of loading all the information USDA agencies distribute through the CID Service decreased (as it does every year) by 15% in FY '91 over FY '90, a savings of \$5,000.

Total cost of retrieving data by USDA agencies dropped about \$3,000.

Is there anything else information people can do that costs less each year, while increasing in service?

For more information on the USDA's CID Service, contact: Russell Forte at 202-720-5505 or Denver Browning at 202-720-2058.

A decorative horizontal line consisting of ten black diamond shapes, evenly spaced across the page.

FEDERAL PUBLISHERS COMMITTEE HANDBOOK COVERS 1980-91

The Federal Publishers Committee (FPC) recently published and mailed out a handbook written by June Malina of the U.S. Government Printing Office, Vice Chair of FPC Roundtables. Included in the handbook are the mission, purpose, officers, history of FPC, and speakers from 1980 to 1991.

Marilyn Marbrook, Bureau of Justice Statistics Publications Chief and Secretary of FPC, designed and produced the pages. David Coontz, Chief of the Electronic Graphics and Design Section of the Bureau of Census, designed the cover for the handbook. He also is the designer of the FPC's new logo.

The FPC was established in 1980 by a group of government publishing professionals who felt a need to organize in order to address common problems. Robin Atkiss of the Department of Health and Human Services was the committee's founder and first chairman.

An early study identified nine principal problem areas: poor marketing; faulty, out-of-date mailing lists; costly use of first-class mail; excessive quantities of books stored; high backlogs of public requests; no accounting for publishing costs; no standards for graphics or mailing label formats; little if any record of free distribution; and inappropriate use of program and other personnel as publication planners, publishers, printing officers, mailers, librarians, and inquiry responders.

Ed Poe of the Publications Branch in USDA's Office of Public Affairs was named the first vice chairman.

The FPC evolved into an organization that meets regularly to hear speakers on major information management and policy issues. Membership is open to all federal government employees in the information field. There are currently more than 500 members from most of the departments, agencies, boards, committees, commissions, and quasi-official entities in the government.

For information about membership or getting on the mailing list, contact: Sandra Smith, Vice Chairman, Administration, 301-436-7135 or Fax 301-436-4258.



WSU CES RELEASES HOW-TO VIDEO ON COLLECTING HAZARDOUS WASTE

Washington State University Cooperative Extension has released a new VHS video on organizing rural household hazardous waste collections.

The 32-minute program provides a step-by-step guide to help officials of rural counties plan and conduct hazardous waste collections, and includes useful tips on publicity as well as many cost-saving measures. Successful programs in Asotin and Klickitat counties in Washington are highlighted.

The video program can be ordered by sending a check or money order payable to Cooperative Extension Publications and addressed to Cooperative Extension Publications, Bulletin Office, Washington State Univ., Pullman, WA 99164-5912. Ask for VT0026 "Organizing Rural Household Hazardous Waste Collections." Cost is \$15.

For more information, call Darrell Kilgore, electronic media specialist, at 509-335-9221.



ACE INTERNAT'L MEETING SET FOR JUNE 26-28 IN WASHINGTON, DC

The Agricultural Communicators in Education (ACE) will hold its 76th annual international conference June 26-28, in Washington, D.C., at the J.W. Marriott Hotel. The ACE conference will precede the U.S. Agricultural Communicators Congress.

Last year the ACE International meeting was held in Rapid City, South Dakota and hosted by the South Dakota State University. Next year the meeting will be held in Miami, Florida.

There will be pre-conference tours on Friday the 26th. So far, confirmed offerings include a tour to the National Agricultural Library, a tour to TechWorld 2000, a Communication Management SIG session on win-win bargaining and negotiating, and a National Art Gallery tour. Space will be limited for all the tours, so confirm early.

The gala evening awards reception and popular poster session will take place on Friday evening.

On Saturday, the Special Interest Groups (SIGs) have designed a solid, skill-building program, and Saturday evening will be a "night off" to do what ever you want and see a little of Washington on your own.

Sunday will be taken up by regional breakfasts, the business meeting, and then a special capstone luncheon speaker to close out the conference.

Registration is \$150 for ACE members and \$225 for non-members, and will be handled by the C.W. Bowman Company, 703-979-1639.

For more information, contact: Cathy Bridwell at 202-720-6084 or Julie Graddy at 904-392-7227.



UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES**May 4-6:**

NATIONAL EXTENSION TECHNOLOGY CONFERENCE
Theme: "Connecting People - Options for Today and Tomorrow"
Radisson, Hotel, Lansing, Michigan
Contact: Luke Reese, 517-355-3776

May 10-13:

SOCIETY FOR TECHNICAL COMMUNICATION 39TH ANNUAL CONFERENCE
Westin Peachtree Plaza Hotel/Atlanta Market Center, Atlanta, Georgia
Contact: STC, Arlington, VA, 703-522-4114

May 12-13:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP
Radisson Hotel Metrodome, Minneapolis, Minnesota
Contact: Effective Communications Group, 201-444-3147

May 14-15:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP
Radisson Redick Tower Hotel, Omaha, Nebraska
Contact: Effective Communications Group, 201-444-3147

May 17:

Bill Holshevnikoff's Power of Lighting for Film and Video
Stouffer Concourse Hotel, Arlington, Virginia
For tickets, call: 1-800-524-8822

May 18-19:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP
Radisson Hotel, Clayton, Missouri
Contact: Effective Communications Group, 201-444-3147

May 20-21:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP
Omni Severin Hotel, Indianapolis, Indiana
Contact: Effective Communications Group, 201-444-3147

May 24-27:

INTERNAT'L ASSOCIATION OF BUSINESS COMMUNICATORS CONFERENCE
San Francisco, California
Contact: 415-433-3400

May 28-29:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP
The Warwick Hotel, Philadelphia, Pennsylvania
Contact: Effective Communications Group, 201-444-3147

June 1-2:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP
Rochester marriott-Thruway, Rochester, New York
Contact: Effective Communications Group, 201-444-3147

June 2-5:

RENSSELAER 40TH TECHNICAL WRITERS' INSTITUTE
Rensselaer Campus, Troy, New York
Contact: Robert Krull, 518-276-8260 (Bitnet: USERBTFO@RPITSMTS)

June 4-5:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP
Sheraton Station Square Hotel, Pittsburgh, Pennsylvania
Contact: Effective Communications Group, 201-444-3147

June 8-9:

ADVANCED WRITING AND INTERVIEWING TWO-DAY WORKSHOP
The Jefferson Hotel, Richmond, Virginia
Contact: Effective Communications Group, 201-444-3147

June 26-28:

76TH INTERNATIONAL ACE CONFERENCE
J.W. Marriott Hotel, Washington, D.C.
Contact: C.W. Bowman Company, 703-979-1639

June 28 - July 1:

THIRD BIENNIAL U.S. AGRICULTURAL COMMUNICATORS CONGRESS
J.W. Marriott Hotel, Washington, D.C.
Contact: 202-785-6717, FAX 202-331-4212



